

September 15, 1964

Hon. John M. Bailey
Democratic National Committee
1730 K Street, N.W.
Washington, D.C.

Dear Mr. Bailey:

As he said he would do last Friday, Dean Burch sent us a formal complaint about the Democratic television spot opening with a little girl and a flower, followed by an atomic bomb explosion and a voice persuading voters to support President Johnson.

The Republicans complain that this "horror-type commercial is designed to arouse basic emotions and has no place in this campaign."

Mr. Burch also expressed apprehension about a future spot described in the Wall Street Journal for August 28, 1962, featuring a call from Khrushchev. He did not elaborate except to contend that the President personally approves such material which actually is used.

I invite your comment, and I thank you for your cooperation in last Friday's Code signing ceremony.

Sincerely yours,

Charles P. Taft
Chairman

CPT:h

bc: Charles P. Taft

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